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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 10/774,093 Confirmation No.: 7127  
Applicant : Daniel R. SWANSON, SR.  
Filed : February 6, 2004  
Title : SYSTEM AND METHOD OF USING RFID DEVICES TO  
ANALYZE CUSTOMER TRAFFIC PATTERNS IN ORDER TO  
IMPROVE A MERCHANT'S LAYOUT  
TC/Art Unit : 2887  
Examiner: : Seung H. LEE  
  
Docket No. : 67519.001043  
Customer No. : 21967

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSIVE AMENDMENT UNDER 37 C.F.R. § 1.111**

Sir:

Responsive to the Office Action mailed February 14, 2008, please amend the above-captioned application as set forth below.

Please note the following:

**The Current Claims** are reflected in the listing of claims that begins on page 2 of this response.

**Remarks/Arguments** begin on page 7 of this response.